Pirateer Maestro Planning Sheet

Issue date _____

The Big Picture

Nutgraf: [35 words that state focus/angle]

_____

_____

_____

_____

_____

_____

The Team

Editor _____

Reporter(s) _____

_____

_____

Artist _____

Photographer _____

Package contents

Content:	Assigned to:
❑ Spread Headline_____	_____
❑ Central Story_____	_____
❑ Sub story #1_____	_____
❑ Sub story #2_____	_____
❑ Photographs _____	
❑ Artwork _____	
❑ Logo _____	
❑ Pullout quote _____	
❑ Sidebar story(ies) _____	

❑ Fast fact box _____ ❑ Q&A _____
❑ Bio box _____ ❑ Quote Collection_____
❑ List _____ ❑ Glossary _____
❑ Checklist _____ ❑ Quiz/Answers _____
❑ Survey _____ ❑ Table/chart _____
❑ Timeline _____ ❑ Diagram _____
❑ Map _____ ❑ Step by step guide ___

❑ Display head

❑ Other graphic element. Please specify. _____
_____

Considerations

Objectives and Content

What is the spread intended to do & what do you want the reader to do considering the ideas presented in your story?

❑ inform, educate
❑ persuade
❑ use as a future reference
❑ pursue further information
❑ change an opinion
❑ take action
❑ other (specify) _____

Audiences

Who will be interested in this spread?
❑ all students
❑ freshmen ❑ sophomores
❑ juniors ❑ seniors
❑ athletes, sports fans
❑ club, activity members
❑ faculty, coaches
❑ support staff
❑ parents, boosters
❑ community members, business owners
❑ those with common factors, interests (hobbies, jobs, income, age, etc. specify)

The Sources & Questions

Potential Sources: Get experts; look for balance of ideas.

1. _____
Why? _____
2. _____
Why? _____
3. _____
Why? _____
4. _____
Why? _____

✔ Is one source "the suit", the authority? ❑ yes ❑ no
✔ Is one source "the personal element", someone directly involved? ❑ yes ❑ no
✔ Is one source "the outside pt. of view? ❑ yes ❑ no

Questions the Readers will Ask—that you need to answer

1. Why should I (the reader) care?_____
_____
How answered: ❑Headline ❑Deck ❑Photo ❑Cutline ❑Text ❑Sidebar

2. _____
How answered: ❑Headline ❑Deck ❑Photo ❑Cutline ❑Text ❑Sidebar

3. _____
How answered: ❑Headline ❑Deck ❑Photo ❑Cutline ❑Text ❑Sidebar

4. _____
How answered: ❑Headline ❑Deck ❑Photo ❑Cutline ❑Text ❑Sidebar

5._____
How answered: ❑Headline ❑Deck ❑Photo ❑Cutline ❑Text ❑Sidebar

Deadlines

Story: Typed and saved on disk/ computer

❑ A deadline
❑ B deadline

Deadline met?
Ed. initial _____

❑ Revision deadline

Deadline met?

Ed. initial _____

Spread Heads

Main _____
_____

Deck _____
_____

Layout/Design

Use reverse side to sketch layout/design elements.